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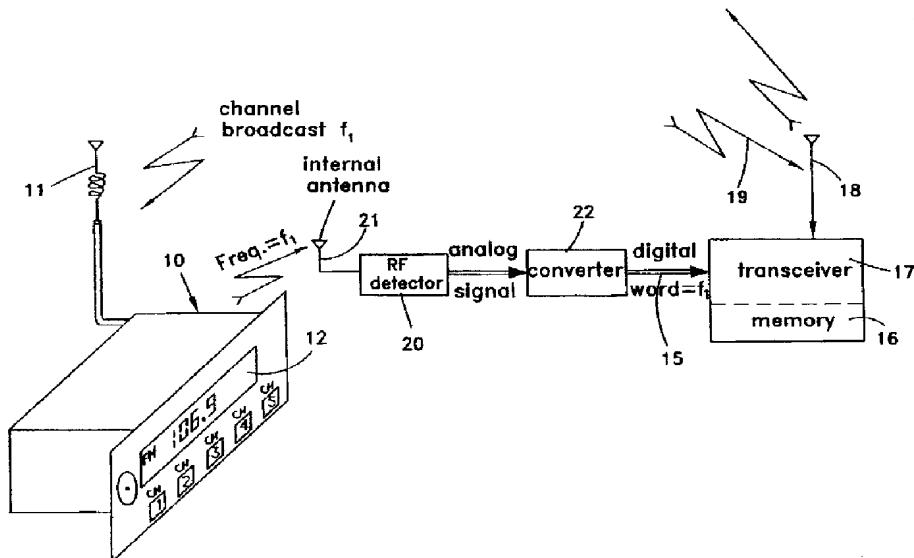
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(54) Title: METHOD AND APPARATUS FOR DETERMINING THE EFFICIENCY OF RADIO PUBLICITY AND/OR BROADCASTED PROGRAMS



(57) Abstract: Method for determining the efficiency of radio publicity and/or broadcasted programs (11). When a car radio (10) is operated, determining the frequency of the broadcast channel received at the moment (20), either directly from the car radio display (12), or by extraction the LO frequency of the car radio. Whenever required, the frequency is transformed to a digital word. When the information as to the amount of listening of a given publicity and/or broadcasted program or publicities is desired, a request for that information is sent and when the request is received, a reply which comprises the digital word that corresponds to the frequency of the broadcast channel received at the moment, is transmitted.

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